

For Art's Sake

Each month, this department pays homage to memorable advertising and marketing campaigns. The highlighted executions have been identified by leading creative executives for their noteworthy use of copy, art, photography, whimsy, uniqueness, etc. — in combination or as single branding elements. Creating good healthcare advertising and marketing requires agencies that think out of the box and clients who dare to be different. PharmaVOICE is pleased to give these vanguards their due recognition.



Fixodent

Brand: **Fixodent**

Company: **Procter & Gamble**

Debut: **December 2004**

Agency: **Saatchi & Saatchi NY**

Creative Director: **Steven Landsberg**

Art Director: **Peter Cohen**

Copywriter: **Larry Cadman**

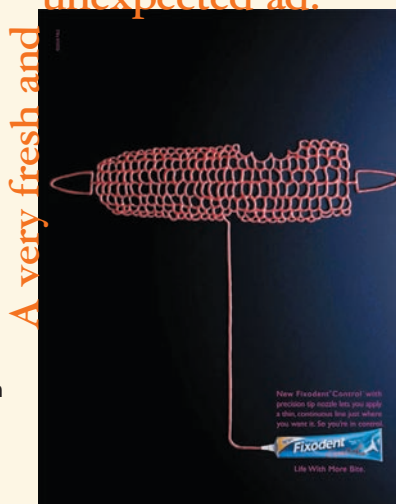
Using the product to dramatize its benefit is no doubt one of the most exciting things an advertising creative can accomplish. The purity of this type of execution leaves little room for confusion: this is what the product will do for you, as demonstrated by the product itself. Product and benefit are indelibly linked in the audience's mind.

In the case of this Fixodent ad, the benefit carries with it the added challenge of being an image that we have seen too many times — to the point of being a cliché. But the creative team was not intimidated by the “been there done that” mentality; they rose to the challenge, creating a very fresh and unexpected ad.

It feels like the truth. There is a pictorial demonstration of the product's continuous smooth delivery, and the audience is given the opportunity to come to its own conclusions about how it will achieve the benefit. This product team clearly had enough confidence

in the product to forgo the screaming headline that tells the audience what it should think. Instead, consumers are invited to become active participants in the communication, drawing on their own experience to complete the story. This kind of interactive communication builds a strong relationship with the audience, creating a bond of shared experience and the basis for future intimacy.

unexpected ad.



This ad respects and engages the audience and achieves believability by delivering something that feels remarkably like the truth.

Michele Adams, VP, Creative Director, Dorland Global Corp., San Francisco, commends this ad for inviting the audience to become active participants in the communication. Dorland's corporate headquarters are in Philadelphia.



Michele Adams

CALL FOR ENTRIES

For Art's Sake — This is your chance to have your creative **VOICE** heard!

We invite **CREATIVE PERSONNEL** from the healthcare advertising, medical-education, public-relations, and communications communities to choose an advertisement, medical-educational program, or public-relations campaign that was produced by another agency/company and highlight in a 100-word to 200-word letter why the ad or campaign is notable or memorable.

In addition, we include a photograph of the executive submitting the campaign for publication in the department. We also include a graphic of the ad or campaign being reviewed. Campaigns are not limited to current executions; they can include tactics that have withstood the test of time, that broke new ground, or that remain memorable for a variety of reasons.

Guidelines: Submit a 100-word to 200-word letter explaining why the ad or campaign is notable or memorable. Include your name, company affiliation, e-mail address, and a jpeg photo of yourself and the creative being showcased.

Participation: Open to anyone involved in pharmaceutical marketing.

Submission: To have your VOICE heard, please send submission to feedback@pharmavoice.com.

Pharma
VOICE
Read. Think. Participate.